

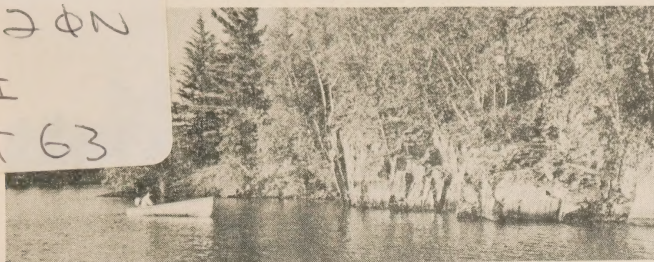
TRAVEL INFORMATION



Ontario Department
of
Travel and Publicity

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K.O.B. * (Time Out for Day Dreams)

Sap isn't the only thing that runs in the Spring. So do our imaginations. For those of us who came through the winter with nothing more than a faint touch of pleurisy and a few cracked bones hardly worth mentioning, this is our triumphant hour. For refusing, in the face of sleet and slushy highways, to yield to the old temptation to escape to Florida, we have earned our reward.

Who can blame us if we greedily drink in all the summer charms Ontario now unfolds? Surely no one will disturb our day dreams that conjure up such magic, rambling names as Minaki, Kenora, Fort Frances, Lake of the Woods, Rainy River, Lobstick, Sabaskong, Dogtooth, gun, Blindfold and Crowduck Lakes, Red Lake and Sioux Lookout. The summer magic of Northwestern Ontario is all ours-----and if we lived a hundred lifetimes we could not enjoy it all.

The very mention of "Lake of the Woods" is enough to stir up a nostalgia in those who have seen its turquoise blue and emerald waters and have drifted along a few of its thousand miles of wooded shoreline where pine, hemlock, birch and poplar blend in a quiet and unforgettable beauty. Sportsmen who have fished for Muskie, Pike, Wall-Eye, Trout and Bass in the shade and seclusion around the lake's 14,000 islands, or who have stalked game, large and small, deep in the rugged, rolling forests surrounding the lake, are the most nostalgic of all. They know that when Jacques de Noyan first looked out on this hushed paradise in 1688 and called it "Lac du Bois" he chose a name so true and simple as befits its quiet majesty.

And while our day dream is tasting magic names and places, let us not forget KENORA. This picturesque town at the northern tip of Lake of the Woods has felt the polite tugs of Manitoba and Ontario for its possession, with Ontario emerging victorious. The early Indians called it "Rat Portage" or portage to the muskrat country. By combining the names of three communities---"Keewatin", "Norman" and "Rat Portage" the name "Kenora" was born.

The Ojibeways and Sioux used to skip about Northwestern Ontario with a complete disregard for highway maps or travel folders. We can do the same---well, in a day dream, anyway. These two tribes crossed paths quite frequently on a hill overlooking Abram Lake, and promptly settled their differences noisily and with an unmistakable air of finality. They called the hill "Paun Otuhwahpewin"-----and if you think that's hard to say, try spelling it out in smoke signals. Better still, call it Sioux Lookout.

Ever been up the "Red Lake Road"? Well up at Red Lake there's a wonderful story about the now extinct Trading Post of McDougall's. It seems one day.....

* K.O.B. means "Know Ontario Better."
Each month our column will feature a different city or area in Ontario.

Longer Vacations in '57

American corporations are getting more liberal with vacation allowances, particularly for veteran employees.

Any firm that has not increased vacations within the last five years is in the minority, according to a 1957 vacation policy survey by the Dartnell Corporation.

Tabulating replies from 204 companies, Dartnell found the most marked trend was toward giving an extra week of vacation to employees with 15 years' service. More than 45 per cent of the companies now give three week's vacation after 15 years' service. Over one-half of the respondents give two weeks vacation after only one year.

A new vogue in vacations is their use for incentive purposes. One company now gives employees three extra days vacation when they have a perfect attendance record for six months. Last year it had 70 per cent of the employees qualify for three extra days. This year it is hopeful of getting up to 90 per cent.

Many of the companies try to encourage employees to take vacations during periods when their business is slack. This is particularly true of firms such as soft drink bottling, or breweries that have a high seasonal element in their business. A Chicago electronics firm gives a \$15 bonus to employees who take a winter vacation.

The percentage of firms reporting an intention to shut down the entire plant for vacations is slightly lower this year than last---38 per cent against 43.

Many of the companies are enthusiastic about the complete shutdown policy. Over 80 per cent of the firms following such a course will close down for two weeks.

July is the most popular month for such a business siesta and the last two weeks is more popular than the first

GUEST

EDITORIAL

TOURISM---A LEADING NORTH-WESTERN ONTARIO INDUSTRY.



J.A. SHERRETT

Sec.-Mgr. Industrial and Publicity Board of Kenora, and Chairman, Northwestern Ontario Tourist Council

Some sixty years ago, an almost forgotten British politician crossing Northwestern Ontario by train, contemptuously dismissed the vast stretches of forests, lakes and islands, as a "vast wasteland."

To-day, a great prosperous tourist year looms for this storehouse of nature's bounties, as a rapidly growing travel industry reaches far into the Central United States and the thickly populated industrial centres of Minnesota, Illinois, Missouri, Michigan, Wisconsin, Indiana, Nebraska and the Dakotas.

Some four hundred resorts from small overnight cabins, house-keeping cabins and fishing camps, up to luxury fly-in moderns in the fish-teeming northern lakes, cater to an ever increasing invasion of discriminating vacation seekers and enthusiastic anglers. Two short years ago this "vast wasteland" enjoyed over \$ 34,000,000 of vacation business, with the Lake of the Woods Kenora area, one of the best known resort areas in Canada, receiving some \$ 14,000,000 of that huge total.

Modernization is the keynote of Northwestern Ontario's endeavours, and this tremendous effort to meet the demands of discriminating visitors is bearing rich fruit. Backed by sound departmental policies in travel and publicity and in wise game and fish conservation measures, it offers facilities unsurpassed on the North American continent.

Probably the most outstanding factor in this surge Of United States visitors northwards, is the oft repeated tributes to Canada's hospitality, the sincere warmth of welcome, genuine spirit of friendliness, consistent good fishing and excellent accommodations.

The age-old axiom of "Go west, young man" may still be

FROM THE DESK OF THE

DIRECTOR OF INFORMATION

(F. ALAN VENN)

The duties of the Information Branch are such that staff members come in close and frequent contact with both tourists and those in the tourist business. Well in advance of the peak tourist season we begin to feel the weight of the coming vacation period as the flow of mail enquiries increases with every passing day.

Each of the 200,000 tourist letters received each year must be answered carefully with correct and adequate information and tabulated to provide our Department with important statistical data. In many cases, it is necessary to reply with a personal letter as well as sending the necessary brochures and publications. It should perhaps be mentioned here that we endeavour to have a supply of folders from every individual resort, Chamber of Commerce, tourist association, etc., on hand to send out with our Departmental publications when advisable. Of the total enquiries received each year, 20,000 are sent out on our Enquiry List to those individuals and groups who can add the particular information required to the general information supplied by us.

Our Branch administers and supervises 14 official Government Reception Centres at strategic points throughout the Province. At these, receptionists in colourful red tunics welcome visitors to Ontario and provide them with courteous service right from directions and information to a cup of tea. To give you some idea of the number of tourists making use of our Reception Centres, it might be pointed out that the Centre in Sarnia will receive its millionth visitor sometime this summer.

One of our most recent projects was the construction of a specially designed motor trailer that made its debut at the 10th annual Canadian National Sportsmen's Show in Toronto. We feel that this mobile tourist promotion program has unlimited possibilities. In travelling to various Sportsmen's Shows and other events in the U.S. and Canada it will not only publicize Ontario in the city in which a show is being held, but in every community it passes through en route. It will also be used at various points across the Province as an information centre where tourist traffic is heavy. From it we will learn where new reception centres are required. The trailer will also be used as a mobile classroom, travelling to the Reception Centres and providing courses of instruction for receptionists.

Members of the Information Branch are called on quite frequently to address various tourist groups, attend their conferences, and assist them in many ways in effectively promoting tourism at the local level. While these requests come most often at the same time as tourist enquiries become heaviest, they are always most welcome. Providing assistance at the local level is very satisfying since it provides us with the opportunity of interpreting the Department to those in the trade, and those in the trade to the tourist. As time goes on we hope that this important and personal contact will increase, for it is through it, primarily, that a sound pattern of tourist promotion will be evolved. Good public relations is our most important product

and Northwestern Ontario is providing the answer for many citizens of the Central United States.

This vast hinterland has fish and game in abundance for a thousand years of recreation. true in an economic sense. But for the vacation seeker, looking for a complete vacation in an unspoiled wealth of lakes and streams, the trend is definitely "northwards"

We hope that this publication proves of interest and value to you. Travel news, suggestions, announcements of projects, programs, conventions, etc. will be welcomed and included wherever possible. Copies of "Travel Information" are available on request. Letters should be sent to F.A. Venn, Director, Information Branch, Dept. Travel & Publicity, 67 College Street, Toronto.

THE STORY OF WINE IN CANADA

All the beautiful colour of blossom time, the vintage season and the two-mile-long parade that features the annual Niagara Grape Festival in St. Catharines are captured in the new 16mm. colour film, "The Story of Wine in Canada", which is now being distributed by the Canadian Wine Institute.

Scenes of historical and scenic significance, including Niagara Falls, the Niagara Gorge and Brock's Monument, form the opening of the film. There are panoramic shots of Niagara's vineyards, peach, pear and cherry blossom sequences, shots of the Grape Festival, a pictorial outline of how wine is made, stored, processed and bottled and a portrayal of the five basic types of wine produced in Ontario. Viewing time is 15 minutes.

Copies of the film will be distributed to television stations and through the facilities of the National Film Board. In addition to the English version, "The Story of Wine in Canada" will be made available in German, Italian, French and Hungarian.

NEW DRYDEN DIRECTORY

The Dryden Chamber of Commerce, under the leadership of President E.L. Palmer, has undertaken projects to help make their tourists this summer feel at home "away from home".

A directory of tourist camps, hotels, motels and cabins in the Dryden area has been compiled by the Chamber and is being made readily available to the visitor. In addition, the directory contains helpful information concerning shopping, fishing, etc.

Sometime next month the Chamber will officially open its new Tourist Information Bureau one block from the main business centre. Two receptionists will staff the booth which will be open each year from May to October.

It is encouraging to note that the number of Canadian tourist enquiries received by the Department in the first three months of 1957 is much greater than that of 1956 for a similar period.

Totals for the period from January 1 to March 31:

1956 - 4,305

1957 - 7,700

SPOTLIGHT

ON...



Bert Rumble

The Association of Tourist Resorts of Ontario has always been fortunate in selecting an executive of high calibre. The position of President is indeed a responsible one and one that is again being filled by a man with an affable personality and a capacity for hard work....Bert Rumble. Bert served three years as President of ATRO and this year has taken up those duties for the fourth time.

Bert's willingness to again accept the worries and time-consuming responsibilities of this post is a tribute to his life-long interest in tourism, and to his wish to serve his many friends in the industry as well as their guests. Added to these reasons is his love of meeting people and making friends---an invaluable asset to the man who helps play host to Ontario's guests.

To his position as President of ATRO, Bert brings many years of personal experience in the tourist industry. His own resort, Fern Cottage, is situated at the lower end of Lake Couchiching, near Atherley. According to Bert, "Good food and lots of it are perhaps more important than anything else in running a tourist resort." This philosophy is reflected in ATRO's policy of urging tourist resort operators to improve the standards of their food, accommodation and services. Another ATRO suggestion, that a good advertising folder should form the major basis of a resort's publicity was put to good use by Bert four years ago when the Fern Cottage folder was judged the best in Canada.

Born in Parry Sound, Bert Rumble grew up in Pennsylvania, and graduated in 1925 as an engineer from the Pennsylvania State University. He is still a registered professional engineer in Ontario. During World War 11 he served in the Works and Building Division of the Royal Canadian Air Force and designed the lay-out of the water supply and sanitary systems of the airports at Gander and Goose Bay.

Bert has also been a director of the Orillia Chamber of Commerce and president of the Orillia Rotary Club. In his spare moments he becomes an enthusiastic curler. The tourist industry in general and ATRO in particular are extremely fortunate in having Bert among its leaders.

Don Kingdon, Manager of the Lake Ontario Development Association, informs "Travel Information" that insufficient addresses on tourist letters to summer resorts, is a problem now being dealt with by the Association. They have found that the address on the folder of some resorts is not given in sufficient detail and hence the tourist's letter for information or reservations winds up in the dead letter office.

Mr. Wallace H. Robb of R.R. 1, Kingston, informs us that between four and five thousand tourists visit his museum each year. Next time you travel down Kingston way drop in and see his exhibit. Directions to the museum, which is about five miles east of Kingston can be obtained from Mr. Robb's roadside information office.

Number of vehicles entering Ontario on Traveller's Vehicle Permits in MARCH:

1955	1956	1957
37,833	40,269	44,702

Change in 1957---+4,433

For the first time in the history of museums in Canada, a week-long seminar was held during the last week in February at the Jordan Historical Museum of the Twenty to discuss problems common to all museums, large and small. The site was chosen, firstly, because the initiative came from that museum; secondly, problems could be more easily discussed when presented visually in their simplest form; and finally, it was more economical for the participants.

The members of the seminar came from Halifax, Montreal, Winnipeg, Southampton, Buffalo, as well as from Toronto, St. Catharines and neighbouring areas. The topics covered a wide range of subjects from how to keep the people coming, simple problems of cataloguing, to old houses and the value of the local oral traditions. The leaders of the discussion were specialists in their field and came from Albany, Detroit, Ottawa and Buffalo. The whole week was a fine example of enthusiastic co-operation on the part of the leaders who gave so freely and generously of their time and of the members who made the sessions move swiftly with intelligent questions and lively interest.

At the final session, it was suggested that there be in every province closer co-operation between the Departments of Travel and Publicity and the museums of the area, and that perhaps through discussion, the Provincial Departments could suggest what the tourist wants and the museum how the Department might be of assistance to them.

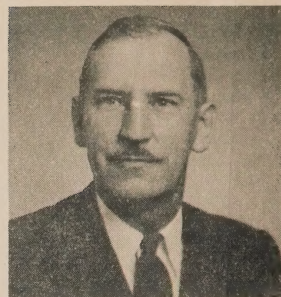
On May 11th at 3 p.m. DST the Jordan Historical Museum will be opened by Mr. H.M. Turner, Chairman of the Board of Canadian General Electric and Board of Trustees of the Royal Ontario Museum.



Lovely Kakabeka Falls near Fort William where a park is being developed by the Ontario Department of Lands and Forests' Park Division.

COMING EVENTS

<u>DATE</u>	<u>PLACE</u>	<u>EVENT</u>
April 24-27	Ft. William	Lakehead Sportsmen's Show
May 6-12	Ohio, Indiana	Lake Erie International Vacationland Assoc. Tour
May 8-10	Sudbury	Ont. Chamber of Commerce Annual Meeting
May 9-10-11	Sarnia	Sarnia Sportsmen's Show
May 13-30	Ottawa	Ottawa Tulip Festival
May 18-20	Sturgeon Falls	Fish Derby
May 20-27	Niagara Peninsula	Niagara Peninsula Blossom Week
June-July	Toronto	National Ballet Guild of Canada's Seventh Summer School
June 3-4	St. Catharines	Shrine Circus
June 6-8	Hamilton	Shrine Circus
June 10	Brockville, Prescott	Thousand Islands International Outboard Marathon
June 23	Macdiarmid	Lake Nipigon Fish Derby
July 24-July 27	Toronto	Earle Grey Shakespearean Company Festival



(F. ALAN VENN)

Understanding tourists and the tourist industry is no problem for F.A. Venn. When Al joined the Department at its inception in 1946, he brought with him a wealth of practical experience and a native ability specially suited to the tourist business.

Born and raised in Toronto, he received his formal education at Harbord Collegiate and through special administration courses at the University of Toronto. During the depression years while Al was still in his teens, he did what most boys dream of but few accomplish. With only an ambition to see his country from sea to sea to sustain him, he worked his way across Canada, meeting people from every province and every walk of life. Since that time, he has had the opportunity of travelling through all the States east of the Mississippi and Texas.

For five years Al learned the tourist business at the grass roots when he operated a Georgian Bay summer resort on a partnership basis. According to Al, the knowledge he gained of the operator's problems and activities through that venture has served him well in his present capacity.

Upon discharge from the Royal Canadian Navy, he joined the Department as Supervisor, and before becoming Director of the Information Branch, served as assistant Director and executive assistant to the Deputy Minister.

Each year Al travels thousands of miles in Canada and the U.S. addressing various tourist associations attending conferences and in general making friends for Ontario. His happy faculty of taking time to help anyone in the tourist business seeking assistance, even when he's busiest, has won him many friends in both countries. As an early member of the Canadian Public Relations Society, Al practises what he preaches.